

The Color Personalities Summarized (Synopsis)

Reds (Power wielders)

- Extremely active and highly productive
- Visionaries
- Insensitive and selfish
- “King of the Jungle” (Lead, follow, or get out of the way)
- Demanding and Critical
- Insecure
- Must be right all the time
- Competitive and bold
- Tenacious and Taxing
- Assertive and Determined
- Disagreeable
- Resourceful and Self-reliant
- Relentless and Impatient
- Calculating and manipulative
- Lacks intimacy in relationships

For Reds, “Winning isn’t everything, it’s the only thing.”

For Reds: Rule #1 I am always right. Rule #2 If (and that’s a big IF) I am wrong, then see Rule #1.

For Reds: “It’s lonely at the top, but you eat better.”

For Reds: “I am not easily offended, but I do easily offend. And if I am offended, I right you off so quickly.”

For Reds: “What’s in it for ME?”

Red Limitations:

- Easily detected and understood
- Difficult to live with and work with unless they get their own way
- Will argue at the “drop of a hat”
- Always consider themselves number one
- Insensitive and arrogant, creating distance and distrust
- Intimacy is their least developed skill
- Critical and disagreeable in nature, arguing from logic
- Highly verbal individual
- Demanding, critical of others
- Guilty of denial (“who me?”)
- Fault-finding seems essential for them
- Tactless and stubborn tends to frustrate others (and thus empowers them)
- Bloom into positions of power and control, shrinks from social life
- Always processing a new thought (loves to throw out questions, but is not searching for others’ answers)
- Generally seeks to serve self (or others that will eventually serve to self)

- Promotes turmoil and conflict when a personal goal is to be gained
- Seeks power in order to control others
- Refuses to relax—drives self and others
- Dislikes being told what to do
- May be insensitive to others in order to get ahead in business
- Less concerned with people than with task completion
- Authoritarian and uncompromising
- Often too competitive to enjoy the competition
- Bored with “idle chatter”
- Poor listener
- Primarily concerned with self-gratification
- Gives priority to work over personal relationships
- Hides insecurities (tightly)
- Maintains mostly rational relationships (they make “sense”)
- Demanding and arrogant
- Has an “I don’t care what you think about me” attitude

Red Strengths:

- Lifeblood of humanity
- Movers and shakers of society
- Dominating nature means they are powerful leaders and responsible delegators
- An asset to any organization
- Enjoy competition and challenges
- Self-motivated and full of direction
- Focus precisely when setting goals and tenaciously assert their rights
- Value productivity and are highly successful people
- Enjoy organizational teamwork as well as individualism
- Promote most aspects of life with self confidence and tenacity
- Rational thinkers and assertive communicators
- They are the standard we use to measure intellectual prowess
- They model leadership skills others want to emulate
- Represent fire
- Excels with logical thinking
- Thrives on independence
- Natural leader
- Committed to a productive lifestyle
- Direct and honest with opinions
- Natural goal-setter and completes the task
- Thrives in leadership positions
- Thrives in competition
- Highly task-oriented and efficient
- Promotes group activities
- Loyal to the relationship

- Promotes interesting experiences
- Takes primary responsibility for financial needs
- Highly protective of companion
- Easily capable of bouncing back in negative environment

How to develop a positive connection with a Red:

The Do's--

1. Present issues logically.
2. Demand their attention and respect.
3. Do your homework! (They like FACTS)
4. Be direct, brief, and specific in conversation.
5. Be productive and efficient.
6. Offer them leadership opportunities.
7. Verbalize your feelings.
8. Support their decisive nature.
9. Promote their intelligent reasoning where appropriate.
10. Be prepared with facts and figures.
11. Respect their need to make their own decisions their own way.

The Don'ts—

1. Embarrass them in front of others.
2. Argue from an emotional perspective.
3. Always use authoritarian approach.
4. Use physical punishment.
5. Be slow and indecisive.
6. Expect a personal and intimate relationship.
7. Attack them personally.
8. Take their arguments personally.
9. Wait for them to solicit your opinion.
10. Demand constant social interaction (allow for alone time).

Blues (Do gooders)

- Emotional and admired
- Committed and loyal
- Perfectionistic
- Highly demanding
- Self-disciplined and stable
- Self-sacrificing and nurturing
- Unforgiving and resentful
- Worried and guilty
- Appropriate and sincere
- Purposeful and dedicated
- Moody and complex
- Self-righteous and insecure

For Blues, “We have met the enemy and he is us.”

For Blues, “If you love someone, set them free. If they come back, they’re yours; if not, hunt them down and kill them!”

Blues Limitations:

- Self-righteous attitudes cover for deep insecurity
- Too emotional and judgmental to enjoy intimacy
- Depress themselves and others with unrealistic expectations of perfection
- Lacking trust, therefore skeptical and suspicious
- Bitter, resentful, and unforgiving of those who have crossed them in life
- Overwhelming guilt and worry drive them inward, seeking solace from themselves
- Hard to please and tense about schedules
- Moody and find leadership a difficult dilemma
- Aren’t generally playful or spontaneous
- Fail to see the positive side to life
- In anger, they are irrational and emotionally rigid
- Verbally self abusive
- Easily frustrated
- Has intensely held opinions on many issues
- Sets unrealistically high goals
- Easily frustrated by lack of team cooperation
- Feels others are not capable of doing things as well as he/she
- Craves security in relationships
- Overextends self
- Highly insecure about other’s acceptance and approval
- Feels rejected easily
- Expects friends to maintain strong loyalty
- Rarely playful and spontaneous
- Strong sense of right and wrong

- Controlling and overprotective of children

Blues Strengths:

- Steady, ordered, and enduring
- Offer culture, beauty, and emotional security
- Love with a passion
- Seek intimate relationships and creative accomplishments as the finer things in life
- Bring culture and decency to home and society
- Appreciate uplifting experiences
- Feel most comfortable in creative and productive environments
- Want a sense of purpose in their lives
- Willingly sacrifice personal luxuries for meaningful accomplishments
- Highly committed individuals
- Loyalty to people and sincerity in relationships are trademarks
- Believe in all causes that bring higher quality of life
- Listen with endearing empathy
- Speak with emotional zeal
- Truly value their connections to people
- Enjoy accomplishments of others
- Strive to be the very best
- Expect the best of others
- Obediently they accept the need for authority and put their energy into supporting law and order
- They are the glue that binds society
- Give us positive examples of organization
- Add the special touch of excellence as they freely commit their hearts and souls to the betterment of us all
- High achiever
- Deep sense of purpose
- Highly disciplined
- Receptive of other suggestions
- Strong goal orientation
- Plans well and follows through superbly
- Excellent behind the scene worker
- Highly self sacrificing
- Proper and behaved
- Gives relationships priority over other activities
- Values intimacy and places high priority on it
- Considers spouse first in decision making

How to develop a positive connection with a Blue:

The Do's--

1. Emphasize their security in the relationship.
2. Be sensitive and soft-spoken in our approach.
3. Be sincere and genuine.
4. Behave appropriately and well mannered.
5. Limit their risk level.
6. Promote their creativity.
7. Appreciate them.
8. Allow ample time for them to gather their thoughts before expressing themselves.
9. Be loyal.
10. Do thorough analysis before making presentations.

The Don'ts—

1. Make them feel guilty.
2. Be rude or abrupt.
3. Promote too much change.
4. Expect spontaneity.
5. Abandon them.
6. Expect them to bounce back easily or quickly from depression.
7. Demand perfection (they already expect too much from themselves).
8. Push them too quickly into making decisions.
9. Expect them to forgive quickly when crossed.
10. Demand immediate action or quick verbal bantering.

Whites (Peacemaker)

- Peaceful and diplomatic
- Very insecure and nonassertive
- Doubtful and dependent
- Tolerant and patient
- Withholds feelings
- Blendable and kind
- Unproductive dreamers
- Unmotivated
- Accepting
- Boring and Lazy
- Timid and Emotionally Unsure
- Gentle and even-tempered
- Aimless and misguided
- Indecisive
- Silent and stubborn

For Whites: “I used to be apathetic, but now I just don’t care.”

For Whites: “I finally got it together, but forgot where to put it.”

White Limitations:

- Boring and uninvolved (very vanilla)
- Unwilling to set goals
- Refuse to pay the price of involvement due to fear of confrontation or rejection
- Fear keeps them from experiencing intimacy
- Indecision limits their accomplishments
- To feel secure, they are attentive to others needs
- Strive at all costs to please others
- Express themselves reluctantly
- Prefer letting others believe as they will
- Avoid conflict and confrontations
- Silently accept whatever comes their way
- Stubbornly discard what they don’t value
- Avoid risk, leadership, and honest expression
- Forgetful
- Low profile, low energy, directionless, slow paced, difficult to motivate
- Fears change and risk taking
- Willing to stay in the same monotonous job
- Easily manipulated by others when unmotivated or unconcerned
- Easily abused by children when promoting unpopular ideas
- Easily controlled and ignored by spouse or children
- Poor disciplinarian
- Doesn’t initiate activities and interaction with children

White Strengths:

- Satisfied ones—contented and agreeable individuals
- Easily accommodate others
- Complement every personality regardless of differences in style
- Gentle nature and diplomacy win them loyal friends
- Agreeable and peaceful dispositions make them an asset
- Moderate people without extremes
- Like water, they flow over and round life's difficulties
- Leadership is solid and fair
- Tolerate differences and encourage camaraderie
- Adaptable and blending with everyone
- Balanced
- Receptive to every personality and willing to learn from them all
- Most effective at putting life's crises in proper perspective
- Enjoy the protection of stronger personalities
- They have much to give and give they do with gentle approval
- Takes time to enjoy each child
- Slow to react with anger
- Patient with deviant and inappropriate behavior
- Accepts differences superbly
- Respected by children for gentle manner and style
- Negotiates well
- Nonconformist
- Prefers slower pace with think time
- Tolerant of others' tardiness

How to develop a positive connection with a White:

The Do's—

1. Be kind.
2. Be logical, clear, and firm about the content you present.
3. Provide a structure (boundaries) for them to operate in.
4. Be patient and gentle.
5. Introduce options and ideas for their involvement.
6. Be simple and open.
7. Acknowledge and accept their individuality.
8. Be casual, informal, and relaxed in presentation style.
9. Look for nonverbal clues to their feelings.
10. Listen quietly.

The Don'ts—

1. Be cruel or insensitive.
2. Expect them to need much social interaction.
3. Force immediate verbal expression; accept written communication
4. Be domineering or too intense.

5. Demand conformity to unrealistic expectations/behaviors.
6. Overwhelm them with too much at once.
7. Force confrontation.
8. Speak too fast.
9. Take away all their daydreams.
10. Demand leadership.

Yellows (Fun Lovers)

1. Happy and Fun
2. Self-centered and uncommitted
3. Irresponsible
4. Enthusiastic and carefree
5. Playful and excited
6. Superficial
7. Disorganized and incomplete
8. Impulsive and undisciplined
9. Charismatic and popular
10. Naïve and trusting
11. Flippant chatterbox

For Yellows: “Yellows are the people connectors and the social glue of society.”

For Yellows: “Don’t sweat the small stuff...and it’s all small stuff!”

For Yellows: “I get enough exercise just pushing my luck!”

For Yellows: “Hard work may not kill me, but why take a chance?”

Yellow Limitations:

- Little regard for property of others
- Sloppy and messy individuals who keep themselves clean and polished
- Want to look particularly good to the world
- Quick to comply with society’s standards when social praise is a consideration
- Housekeeping may require too much effort
- Disorganized in their environments and personal thoughts
- Don’t focusing on real issues and important events
- Putter with minor concerns and irrelevant activities
- Difficult time committing to anything taking priority over playtime
- Love recess!
- Very superficial and empty themselves in relationships
- Requires that all activities be fun
- Resents authority and defiant to others
- Takes few things seriously
- Inconsistent with discipline of children
- Bad role model for positive work habits
- Often speaks before thinking
- Loud and obnoxious in public places
- Lots of talk with little action
- Flighty and uncommitted in long-term relationships
- Restless and finds it difficult to stick with long-term goals
- Poor concentration for any length of time
- Unwilling to hang in there during difficult times
- Capable of ignoring feelings of others and focusing rather on self

Yellow Strengths:

- Eager to experience all facets of life
- Naively call for the spotlight to be focused on them
- Take center stage at every social event
- Remind us that we are as young as you feel
- Remain youthful in attitude toward new ideas, change, relationships, work, future
- Carry a childlike quality of hope that inspires others to appreciate and value themselves and the world in which they live
- Promote good in others
- Willingly ignore their limitations
- More inclined to like themselves for what they are rather than what they do
- People connectors
- Social glue of society
- Express themselves candidly and genuinely
- Give playful attention to living and inspire others to do the same
- Freely offer their opinions as well as themselves
- Spread a contagious spirit of friendship wherever they go
- Once touched, everyone else's life will more fully be appreciated
- Highly Optimistic
- Rarely depressed
- Likes self and others (who like them)
- Loves to volunteer for opportunities (especially when they can rise to the center)
- Flashy
- Adventurous and daring
- Energized by large groups
- Superb at superficial conversations
- Very flexible, spontaneity is key
- Demands action rather than study
- Highly entertaining
- Easy to talk to

How to develop a positive connection with a Yellow:

The Do's—

1. Be positive and proactive with them in your life.
2. Adore and praise them legitimately.
3. Touch them physically.
4. Accept their playful teasing.
5. Remember they are more sensitive than they appear.
6. Value their social interaction skills and people connections.
7. Remember they hold feelings deeply.
8. Promote creative and fun activities for and with them.
9. Enjoy their charismatic innocence.
10. Allow them opportunity for verbal expression.

The Don'ts—

1. Be too serious or sober in criticism.

2. Push them too intensely.
3. Ignore them.
4. Forget they have “down” time also
5. Demand perfection.
6. Expect them to dwell on problems.
7. Give them too much rope, or they may hang themselves.
8. Classify them as just lightweight social butterflies.
9. Attack their sensitivity of be unforgiving.
10. Totally control their schedules or consume their time.

By the way...

Secondary colors

Reds often have a secondary Blue

Blues often have a secondary Red

Blues may have a secondary Yellow

Yellows may have a secondary Blue

The Color-Connections (Introduction)

First, the RED combinations...

Red-Red “Fireworks”

Red-Red relationships are typically the most dynamic of all the color connections.

Red-Blue “Blood, Sweat and Tears”

No other combination of personalities must work as hard to be successfully compatible as Reds and Blues.

Red-White “Fire and Ice”

Red-White relationships are one of the most common combinations found among the personalities.

Red-Yellow “Friendly Fire”

This combination of personalities is a vibrant one. Reds and yellows enjoy verbal bantering and enjoy freedom from most of the emotional baggage and heavy sentiments experienced by other personalities.

Next, the BLUE combinations...

Blue-Blue “Close and Comfortable”

Of all the colorful blends one finds in relationships, Blue-Blue combinations run the deepest emotionally and commit the longest.

Blue-White “Gentle Persuasion”

There is a saying that opposites attract. This is true for the most part in committed relationships (Reds with Whites and Blues with Yellows). The major exception to this rule of thumb lies in the common Blue-White relationships due to the mutual sensitivity and compassion they share.

Blue-Yellow “Hand-in-Glove”

Blue-Yellow relationships allow for the most intimate combination of different-color personalities. They represent the entire spectrum of emotions, and together, they can experience explosive synergy.

Finally, the WHITE and YELLOW combinations...

White-White “Peace and Tolerance”

White-White relationships are readily identifiable by their peace. They are relaxed and patient. They do not expend excess energy on trivial power struggles or concerns with details. Very vanilla!

White-Yellow “Gentle Fun”

This relationship combination is about the “nice guys” or girls. They are affable individuals, seeking an easy (as opposed to difficult) style of interaction with limited expectations.

Yellow-Yellow “Sparkle and Shine”

Yellow-squared relationships are as striking as neon lights on a street corner at night. They sparkle and shine for everyone to see. People rarely mistake this combination for anything else. Like two playful pups, they chase each other through life, oblivious of the rest of the world around them.

Where are we going to go next?

1. We need to go into more detail and see what the needs of each combination are.
2. We need to see how to make the most of the combinations.
3. We need to learn how to become characterized in our particular personality so that we can have success in our relationships.

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